

PATENT ABSTRACTS OF JAPAN

(11)Publication number : **2004-178317**

(43)Date of publication of application : **24.06.2004**

(51)Int.Cl.

G06F 17/60

(21)Application number : **2002-344509** (71)Applicant : **HON-YA-SAN CO LTD**

(22)Date of filing : **27.11.2002** (72)Inventor : **HATTORI MOTOMITSU**

(54) NETWORK-BASED BOOK ORDERING SYSTEM

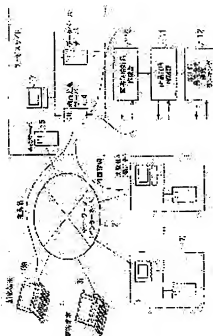
(57)Abstract:

PROBLEM TO BE SOLVED: To provide an automatic book delivery system capable of providing books which customers truly desire by grasping the customers' preferences to the detail, while reducing costs.

SOLUTION: Newly released articles are classified according to customers' preferences (Japanese books 2300 and the like) and stored in a service site's database

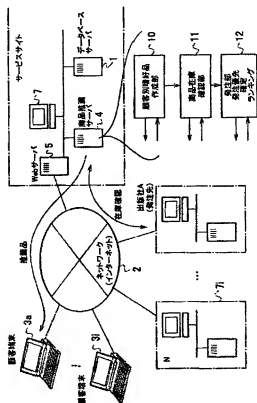
1. An article recommendation server 4 uses a Web server 5 to send books matching the customers' preferences from their classification data to customers' terminals 3a, 3b and the like via a network 2 and thereby provide the books as recommended books, enabling the customers to place orders for the newest books.

Suppliers' servers 7a, 7b are asked if the books ordered are available at the suppliers (order destinations), and the article recommendation server 4 determines the supplier with the best discount rate, from shipping to order placement. The orders are placed to the best supplier determined. The suppliers are rated based on inventory ratio, shipping time, and discount rate.

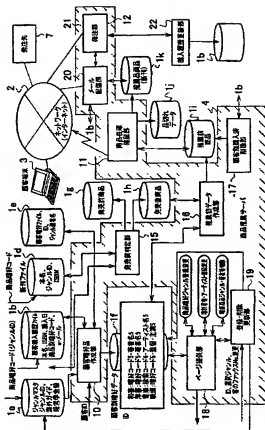


DRAWINGS

[Drawing 1]



[Drawing 2]

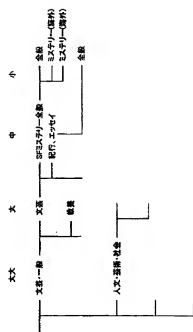


[Drawing 3]

商品コード区分(大分～中分間)

[illegible]

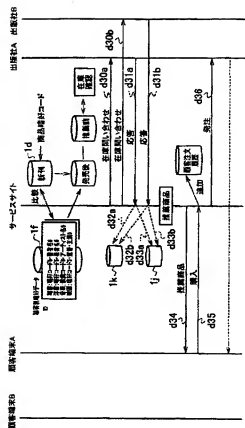
[Drawing 4]



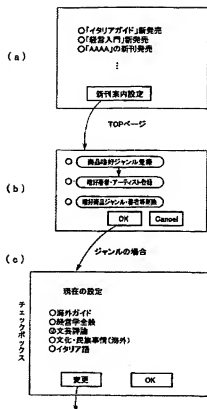
[Drawing 7]

http://www4.ipdl.ncipi.go.jp/cgi-bin/tran_web_cgi_ejje

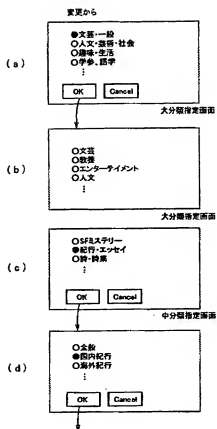




[Drawing 9]



[Drawing 10]



[Drawing 11]

課程の設定

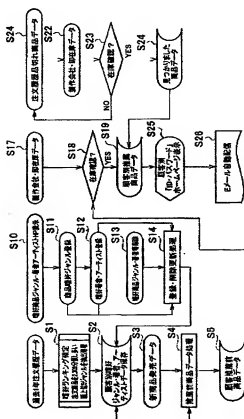
☐ 海外ガイド
☐ 経常字会数
☐ 国内紀行
☐ 文化・歴史事情(海外)
☐ イタリヤ語

変更

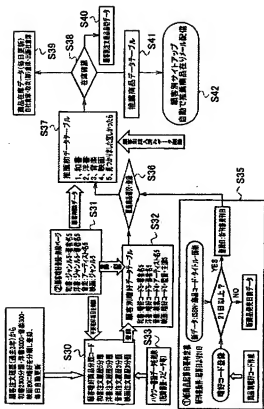
[Drawing 12]



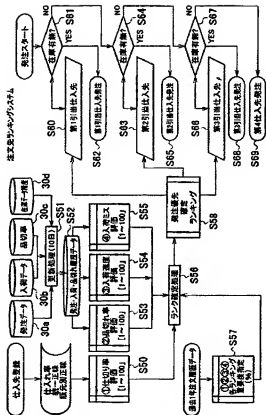
[Drawing 13]



[Drawing 14]



[Drawing 15]



DETAILED DESCRIPTION

[Detailed Description of the Invention]

[0001]

[Field of the Invention]

This invention relates to the books order system by the network of the books which grasp a customer's taste finely, and offer the book which a customer likes truly, and can reduce cost.

[0002]

[Description of the Prior Art]

The Internet spreads in recent years and the approach by which it is in a customer's taste from this manufacturer, and a customer's personal computer is provided with the information on a book as a recommendation article is built.

[0003]

For example, JP,2002-197296,A (patent reference 1) can come to hand immediately in the nearby ground, when wanting, and it customizes and offers the information which the user moreover needs for individual users.

[0004]

For this reason, it specializes per ****, the original paper crops which are digital works which exist on a network are components-ized, and original paper crops are managed as a data aggregate party of the components-ized writing components.

[0005]

And single ** extracts the writing components corresponding to the contents of information which a user searches for out of the writing components group which constitutes two or more original paper crops. Next, while ****(ing) the data of the reorganization work customized for individual users combining writing components or other original paper crops, the data of this reorganization work are distributed to the books vending machine installed in a user's nearby ground. That is, by the printing bookbinding function with which a books vending machine is equipped, in a user's nearby ground, it is processed into a printing work and provides.

[0006]

Moreover, JP,2002-269372,A (patent reference 2) is the approach of carrying out publication sale of the books through a computer network.

[0007]

An information storage means transmits the introductory information of books to a user's information perusal means. The print data of the books for which the user placed an order based on the information which received the information as which an information storage means specifies the books for which the user placed an order based on introductory information, and the information which notifies that settlement of the books for which the user placed an order was completed, and the information storage means received are transmitted to a user's printing means.

[0008]

[Patent reference 1]

JP,2002-197296,A

[0009]

[Patent reference 2]

JP,2002-269372,A

[0010]

[Problem(s) to be Solved by the Invention]

However, since the conventional approach only transmits the book according to a customer's luxury goods to a customer's terminal by the Internet from the classification data of the book divided by the classification of extent according to manufacturer the genre exception and the author name exception, even if it is called book of luxury goods, many books will be transmitted to a consumer premises equipment.

[0011]

For this reason, if it takes to a customer, it is the book of luxury goods in fact, and it will be sent that there is nothing, and the technical problem that it did not lead to attractiveness to consumers occurred.

[0012]

Moreover, for the manufacturer side, since many data had to be transmitted to the consumer premises equipment, the technical problem that communication link cost started occurred.

[0013]

Furthermore, although the genre according to a user's interest is registered and being provided for a user, since the patent reference 1 is the genre of kind extent very much even if it is called genre, offer is finely impossible.

[0014]

It aims at obtaining the automatic offer system of the books which were made in order that this invention might solve the above technical problem, grasp a customer's taste finely, and offer the book which a customer likes truly, and can reduce cost.

[0015]

[Means for Solving the Problem]

When according to this invention the server of a service site transmits the books according to the taste of a consumer premises equipment as recommendation data and the notice of purchase of these recommendation data is transmitted from a consumer premises equipment through a computer network, it is the books order system ordered through said network in the end of a specific order tip.

[0016]

The genre file which said server assigned the genre of said books and saved great Oita and the code according to goods taste classified very much into the kind, the inside classification, and the minor key, The customer purchase history file where the customer purchase historical data of said books which said customer purchased were made to correspond on the code according to goods taste of said genre file, a customer code, a mail address, a classification name, and a purchase day, and it was saved, The new publication file which the code according to said goods taste of said genre file was assigned to the data of a new title family register, and was saved as new publication data, A means to draw the customer code of said customer purchase history file, and to extract a fixed number of said customer purchase historical data corresponding to this customer code, For said every extracted customer purchase historical data, the books name of the minor key of the customer purchase historical data, A means to ask whether read the code according to said goods taste from said genre file, and the books name of this minor key is saved as an inventory at said order place through said computer network, When the books of said inquiry are in said order place, let it be a summary to have had a means to transmit the books of said inquiry as recommendation goods by the mail address of said drawn customer code.

[0017]

[Embodiment of the Invention]

Drawing 1 is the outline block diagram of the books order system by the network of the gestalt of this operation. The systems of drawing 1 are the goods (annual Japanese books of 60,000 titles) put on the market newly. Classify the music of 30,000 titles, the movie of 10,000 titles, and the foreign book of 200,000 titles into a customer's taste (Japanese books 2300, a foreign book 3000, music 300, movie 20 classification), and it saves in the database 1 of a service site. The goods recommendation server 4 is enabling the customer to order the newest books by transmitting the books according to a customer's taste to consumer premises equipments 3a and 3b and -- through a network 2 from these classification data, and providing as recommendation books by the web server 5.

[0018]

Moreover, it asks the supplier servers 7a and 7b and -- whether books with an order exist in a supplier (order place), and from arrival of goods to order, the goods recommendation server 4 judges a supplier with the optimal rate of discount, and it orders from the judged optimal supplier. Moreover, ranking of the ranking of a supplier is carried out at inventory sales ratio, arrival-of-goods time amount, and the rate of discount.

[0019]

The goods recommendation server 4 of the system shown in drawing 1 is equipped with the luxury-goods creation section 10 classified by customer, the merchandise inventory check section 11, and order section 12 grade. The configuration of these each part is explained using drawing 2.

[0020]

Drawing 2 is the outline block diagram of the goods recommendation server 4. In drawing 2, the configuration of a database server 1 is shown and it explains.

[0021]

The database server 1 is equipped with genre master 1a, customer purchase history file 1b, and new publication file 1d and customer luxury-goods file 1e and luxury-goods data file 1f, front [sale] goods file 1g, after [sale] goods file 1h, and front [recommendation] goods file 1i, run out data file 1j, recommendation article goods file 1k, etc.

[0022]

Genre master 1a saves the many data Ai (the past one year) classified into the Japanese-books 2300 classification, the foreign-book 3000 classification, the music 300 classification, and the movie 20.

[0023]

This many data Ai classifies books into the genre Bi of great Oita, Oita, an inside classification, and a minor key, as shown in drawing 3, drawing 4, and drawing 5. drawing 3 -- setting -- great Oita -- "literature and general", and -- "humanities -- it is considering as - art and social" --, "a hobby and a life", and --. Moreover, the kind is taken very much as "literature" --, "humanities" --, a "sport", and --. Moreover, the inside classification is made into SF and "mystery" --, "science-of-the-Japanese-language" --, a "sport", and --.

[0024]

Furthermore, the minor key is made into "mystery (overseas)" --, "science-of-the-Japanese-language" --, and "guide to golf" --.

[0025]

The bar code (it sets to drawing 3 and is 011510) of 6 figures is added to above-mentioned great Oita, Oita, and an inside classification, "01" shows great Oita from a head, "15" shows a kind and "10" shows the inside classification very much.

[0026]

furthermore -- a minor key -- the minor key code of double figures -- addition -- now, it is. For example, the mystery (overseas) is added with "02."

[0027]

"01510" -- a classification into great Oita - it is -- "literature and general", "literature", and "SF and a mystery" are shown, and a minor key code "02" shows "a mystery (overseas)". [that is,] "0151002" -- "literature and general", "literature", "SF and a mystery", and "a mystery (overseas)" are shown, and "0151002" is a genre code (ID). [therefore,]

[0028]

"021710" -- a classification into great Oita - "humanities - art and social", "humanities", and "science of the Japanese language" are shown, and a minor key code "01" shows "science of the Japanese language". [moreover,] "02171001" -- "humanities - art and social", "humanities", "science of the Japanese language", and "science of the Japanese language" are shown, and "02171001" is the genre code Ci. [therefore,]

[0029]

That is, as shown in drawing 6, the Japanese-books 2300 classification, the foreign-book 3000 classification, the music 300 classification, and the movie 20 classification are realized by great Oita and assigning a classification name and the code of double figures for every kind, inside classification, and minor key very much (a classification name and the classification code of double figures being named generically, and it being the kind data Ai probably), and classifying hierarchical. The many classification-ized processing section (not shown) is performing this processing. Moreover, the code of 8 figures which totaled the code of double figures currently probably assigned by the kind data Ai is called

the quotient assortment taste code Fi.

[0030]

A main name, the ISBN code, a purchase day, a mail address, the telephone number, and the customer purchase historical data Di that made account name — correspond are memorized by Customer ID, the classification code of double figures of the above-mentioned many data Ai is assigned to these customer purchase historical data Di, and customer purchase history file 1b is saved at them. The code of 8 figures assigned to these customer purchase historical data Di is called the code Ei according to customer taste.

[0031]

that is, an operator divides the genre code Ci (quotient assortment taste code Fi) of genre master 1a into the customer purchase historical data Di, such as a books name of genre master 1a which probably displayed the kind data Ai on the screen, and the customer purchased, and the ISBN code, and the code Ei according to customer taste of the above-mentioned customer purchase history file 1b is this **.

Moreover, although the code Ei according to customer taste is even if classified according to an author, the gestalt of this operation explains only the code Ei according to customer taste according to genre.

[0032]

New publication file 1d, the new publication data Gi to which the books name, the ISBN code, a publication day and a publication name, the above-mentioned quotient assortment taste code Fi (operator input), the author name, etc. were made to correspond are memorized.

[0033]

Customer luxury-goods file 1e is assigning Customer ID luxury goods (a field, author, etc.).

[0034]

Taste data file 1f classified by customer, the taste data Hi (the classification name of books, code Ei according to customer taste) are stored specially the customer exception made to correspond by Customer ID. This customer exception, specially, the taste data Hi extract five high orders based on the taste of the customer of the customer purchase historical data Di memorized by the customer purchase history file 16, and a classification name is a books name of the genre Bi of a minor key. Moreover, there are Japanese books, an author, a foreign book, music, a movie, etc.

[0035]

Front [sale] goods file 1g, when the new publication data Gi are memorized by new publication file 1d and 21 day has not passed since a draft day, the new publication data Gi is memorized as front [sale] goods data Gia.

[0036]

After [sale] goods file 1h, when the new publication data Gi are memorized by new publication file 1d and 21 days or more have passed since this draft day, that new publication data Gi is judged to be the goods data Gib after sale, and a storage day is memorized as a new title publication day.

[0037]

Front [recommendation] goods file 1i checks an inventory of the goods data Gib after sale, and when ****, let it be the goods data Ji before recommendation.

[0038]

What was presupposed that run out data file 1j does not have an inventory of the books of the goods data Ji before recommendation in a publisher or an agency is saved as run out data Ki.

[0039]

Recommendation article goods file 1k is memorized as recommendation goods data Li recommended to a customer, when the books of the goods data Gib after sale are made into those with an inventory.

[0040]

And the goods recommendation server 4 is equipped with the luxury-goods creation section 10 classified by customer, the merchandise inventory check section 11, the order section 12, the front [sale] judging section 15, the front [recommendation] data origination section 16, the cutout 17 purchased according to customer, the page offer section 18, the renewal section 19 of registration / deletion, and e-mail distribution section 20 grade.

[0041]

Whenever Customer ID (operator input) inputs the luxury-goods creation section 10 classified by customer, it extracts five kinds of high orders from the customer purchase historical data Di of a large number by which linking is carried out to this customer ID of purchase history file 1b according to a genre. This extract may be divided into Japanese books, a foreign book, music, and a movie, and may be extracted. Moreover, you may extract according to a writing name, respectively.

[0042]

For example, in the case of Japanese books, "business administration an "overseas guide" and at large", a "literary criticism", "culture and a race situation (overseas)", and "Italian" are extracted for the genre of five kinds of high orders corresponding to Customer ID according to genre. And five kinds of these extract data (according to customer specially taste data Hi) are sent out to the page offer section 18.

[0043]

The page offer section 18 is equipped with various pages, for example, provides a consumer premises equipment with a luxury-goods genre registration modification page, a taste author and an artist registration modification page, a luxury-goods genre, author cancelandum, etc.

[0044]

The judgment section 15 before sale makes the many data of genre master 1a which are probably made to display the kind data Ai on a screen, and correspond to the new publication data Gi choose, and assigns the genre code Ci of this selected many data while it reads the new publication data Gi from new publication file 1d. for example, the genre code Ci (the assignment ** genre code is called the quotient assortment taste code Fi with the gestalt of this operation) set to "0151002" is assigned to the books of new publication data (ISBN, a bar code, -).

[0045]

And the judgment section 15 before sale is saved by using each as the goods data Gia before sale at file 1g, when the day which assigned and registered the quotient assortment taste code Fi into much new publication data Gi saved at new publication file 1d, respectively judges whether 21 days or more have passed and has not passed since a draft day, respectively.

[0046]

Moreover, when 21 day has not passed, the goods data Gib after sale which made the registration day the new title publication day are saved at after [sale] goods file 1h.

[0047]

The data origination section 16 before recommendation is saved as front [recommendation] goods data at file 1i, when specially in agreement [as compared with the taste data Hi / a customer exception] with the taste data Hi a goods data [which were saved at after / sale / goods file 1h] Gib (large number) after sale, and luxury-goods data file 1f customer exception (Customer ID is matched and saved).

[0048]

In the goods with which the page offer section 18 provided the consumer premises equipment, a taste genre modification registration page, and an author modification page, the renewal section 19 of registration / deletion incorporates the genre and author name by which modification or deletion was made, and changes the taste data Hi specially a luxury-goods data file 1f customer exception.

[0049]

The cutout 17 purchased according to customer compares with the goods data Ji (Customer ID and quotient assortment taste code Fi) before recommendation of front [recommendation] goods file 1i, and the customer purchase historical data Di (Customer ID and code Ei according to customer taste) of customer purchase history file 1b. When Customer ID and the code (Fi, Ei) are in agreement, the goods data Ji before recommendation saved as finishing [purchase] already at front [recommendation] goods file 1i is deleted.

[0050]

The merchandise inventory check section 11 saves URL of the server (not shown) of an order place (publication place). And the goods data Ji before recommendation saved at front [recommendation] goods file 1i are read, and sequential transmission of the notice of an inventory check (front [recommendation] goods data, the transmitting agency address, an inventory check command, the

transmission place URL.) which checks the existence of an inventory at each order place through a network 2 is carried out.

[0051]

And if it is told that there is an inventory, the goods data Ji (Customer ID and quotient assortment taste code Fi) before recommendation are made to correspond to the order place URL, and it saves as recommendation article goods data Li at recommendation article goods file 1k. That is, the new publication data which can be immediately shipped to a customer are saved at recommendation article goods file 1k.

[0052]

Moreover, also in what order place, when the inventory corresponding to the goods data Ji before recommendation does not exist, this goods data Ji before recommendation is saved at run out data file 1j as run out data Ki (the quotient assortment taste code Fi and classification name).

[0053]

the recommendation goods data Li (Customer ID —) with which the e-mail distribution section 20 is saved at recommendation article goods file 1k The classification name of the quotient assortment taste codes Fi and Fi based on a taste code is read one by one specially a customer exception. The message which reads the mail address of the customer purchase historical data Di of customer purchase history file 1b corresponding to the customer ID of this recommendation goods data Li, and can be shipped immediately, The mail which wrote in the books name (minor key) and purchase existence of the recommendation goods data Li is transmitted through a network 2.

[0054]

The order section 12 transmits the address of this purchase information and a customer, and the telephone number to the order place immediately made into those with an inventory, when purchase information (recommendation goods data, a purchase date, purchase flag) is received from a consumer premises equipment.

[0055]

The renewal section 22 of purchase hysteresis reads purchase information from the order section 21, and adds it to customer purchase history file 1b.

[0056]

Actuation is explained below using the sequence of drawing 7 and drawing 8 about the system constituted as mentioned above.

[0057]

With the gestalt of this operation, a main name, the ISBN code, a purchase day, a mail address, the telephone number, and the customer purchase historical data Di to which account name — was made to correspond are memorized by customer purchase history file 1b, and the code Ei according to customer taste is assigned to Customer ID at these customer purchase historical data Di. And a customer extracts the customer purchase historical data Di of order high order 5 genre which the customer luxury-goods creation section 10 has purchased well out of customer purchase history file 1b of a database 1. For example, the customer purchase historical data Di of five genres (genre of a minor key) called an overseas guide, general business administration, a literary criticism, culture and a race situation (overseas), and Italian are extracted, and it saves specially the customer exception at taste data file 1f classified by customer of a database 1 as taste data Hi (the classification name of books, code Ei according to customer taste).

[0058]

On the other hand, the customer of a consumer premises equipment A operates a consumer premises equipment A, and accesses a service site (d10). The page offer section 18 of a goods recommendation server offers the new publication initial screen format shown in drawing 9 (a) by access from a consumer premises equipment A (d11).

[0059]

The customer of a consumer premises equipment A chooses a new publication guidance setup for example, from a new publication initial screen format, and transmits to a service site (d12).

[0060]

The page offer section 18 of the goods recommendation server 4 of a service site receives ***** of a new publication guidance setup from Terminal A, and transmits the luxury-goods setting screen shown in drawing 9 (b) to a consumer premises equipment A (d13).

[0061]

The customer of a consumer premises equipment A chooses setting **** in a genre in a luxury-goods setting screen. A consumer premises equipment A transmits this selection result to a service site (d14).

[0062]

Next, the page offer section 18 of the goods recommendation server 4 of a service site receives selection of a genre, and offers a genre setting screen as read [beginning (according to customer specially taste data Hi)] five kinds of Customer's A present genres from taste data file 1f classified by customer of a database 1 and shown in drawing 9 (c) (d15). This genre setting screen offers the minor key shown in drawing 3 which the customer of a consumer premises equipment A set up, drawing 4, and drawing 5. Although the page offer section 18 provides the terminal only with the name (business administration and overseas guide and at large, —) of a minor key, it is passing the code Ei according to customer taste of the taste data Hi specially to the renewal section 19 of registration / deletion the customer exception corresponding to these minor keys.

[0063]

The customer of a consumer premises equipment A changes in a genre selection screen. For example, the check box of a literary criticism is chosen and a modification carbon button is chosen.

[0064]

This genre modification data (a consumer premises equipment A transmits Customer ID and genre registration modification (taste code; 01151709), for example, a literary criticism, to a service site (d16).)

[0065]

The renewal section 19 of registration / deletion of the goods recommendation server 4 of a service site receives this genre modification data, and makes the great Oita appointed screen which is beginning to read altogether great Oita classified according to the code of double figures of the head of a taste code "01" from genre master 1a, passes to the page offer section 18, and is shown in drawing 10 (a) offer (d17).

[0066]

Next, the customer of a consumer premises equipment A chooses the classification of hope from the great Oita appointed screen. With the gestalt of this operation, it chooses literature and a general one. A consumer premises equipment A transmits this great Oita select data "01" to a service site (d18).

[0067]

Next, the renewal section 19 of registration / deletion of the goods recommendation server 4 of a service site memorizes the code "01" of selected great Oita select data, reads altogether the Oita data by which linking is carried out to this code "01" from genre file 1a, passes them to the page offer 18 section, and offers the appointed screen of a kind very much (d19). For example, as shown in drawing 10 (b), "literature", "culture", "entertainment", and "humanities" — is offered.

[0068]

Next, the customer of a consumer premises equipment A chooses the classification of hope from the kind appointed screen very much. the gestalt of this operation — "— literature: — 15" is chosen. A consumer premises equipment A transmits this Oita select data to a service site (d20).

[0069]

The renewal section 19 of registration / deletion of a service site receives and memorizes kind select data very much, and the appointed screen which is beginning to read classification data altogether from genre file 1a while linking is carried out very much to the kind select data, passes to the page offer section 18, and is shown in drawing 10 (c) is made to offer (d21).

[0070]

Next, the customer of a consumer premises equipment A chooses the classification of hope from the

inside classification appointed screen. the gestalt of this operation -- " -- an account of the trip and essay: -- 11" is chosen. A consumer premises equipment A transmits classification-into this select data to a service site (d22).

[0071]

The web server 5 of a service site receives and memorizes inside classification select data, and the goods offer server 4 is beginning to read altogether the minor key by which linking is carried out to the classification-into this select data from a genre master, passes the page offer section 18, and offers the minor key appointed screen of drawing 10 (d) (d23).

[0072]

Each genre of the appointed screen of above-mentioned great Oita, Oita, an inside classification, and a minor key reads the taste of the customer of customer luxury-goods file 1e, and the taste hysteresis of customer purchase history file 1b, and provides by making into a high order what has whenever [taste / high].

[0073]

Next, the customer of a consumer premises equipment A chooses the classification of hope from the offered minor key appointed screen. A "domestic account of the trip" is chosen with the gestalt of this operation. A consumer premises equipment A transmits this minor key select data to a service site (d24).

[0074]

namely, great Oita (01) which associated the modification flag and were chosen as the taste code (01151709) which was passed from the page offer section, and to change by this modification flag by the consumer premises equipment ID and the customer as the renewal section 19 of registration / deletion was shown in drawing 12 -- a kind (15), an inside classification (11), and a minor key (01) are associated and saved very much. That is, as shown in drawing 12, in a service site, great Oita saves literature, and common (01) and the data (01151101) for modification with which an account of the trip and an essay (11), and a minor key consist [a parallel / literature (15) and an inside classification] of the code and classification name of a domestic tour (01) very much.

[0075]

And the customer exception who is in agreement with the data (01151709) for modification, the renewal section 19 of registration / deletion searches the taste data Hi from taste data file 1f classified by customer, and updates the taste data Hi to the data for modification specially the customer exception who searched.

[0076]

That is, taste data are created specially the new customer exception who shows drawing 11. Next, the taste data Hi are made to transmit to a consumer premises equipment A by the page offer section 18 specially this new customer exception (d25).

[0077]

In deletion, the above-mentioned deletion carbon button is chosen, and it transmits it to a service site. For this the transmission of every moreover, the page offer section 18 of a service site The taste data (great Oita very a kind, an inside classification, a minor key) saved at file 1f are read like the above-mentioned genre. The name of only a minor key is transmitted and it deletes from taste data file 1f classified by customer of the taste data Hi specially the customer exception corresponding to the minor key of the check box from which the renewal section 19 of registration / deletion was deleted.

[0078]

On the other hand, a service site checks an inventory of an order place and is creating the recommendation goods data Li to the customer. This actuation is explained below using the sequence of drawing 8.

[0079]

The judgment section 15 of a service site before sale reads new publication data Gi (the taste code is added) from new publication file 1d, and when the day which assigned and registered the quotient assortment taste code Fi into much new publication data Gi judges whether 21 days or more have passed

and has not passed since a draft day, respectively, it saves to front [sale] goods file 1 g by using each as the goods data Gia before sale.

[0080]

Moreover, when 21 day has not passed, the goods data Gib after sale which made the registration day the new title publication day are saved at after [sale] goods file 1h.

[0081]

Next, the data origination section 16 before recommendation saves specially at file 1i before recommendation as compared with the taste data Hi by using the thing of the goods data after sale as the goods data Ji before recommendation the goods data [which were saved at after / sale / goods file 1h] Gib (large number) after sale, and taste data file 1f [classified by customer] customer exception.

[0082]

And the merchandise inventory check section 11 reads the goods data Ji before recommendation saved at front [recommendation] goods file 1i, and carries out sequential transmission of the notice of an inventory inquiry (front [recommendation] goods data, the transmitting agency address, an inventory check command, the transmission place URL) which checks the existence of an inventory at each order place through a network 2 (d30a, d30b, -). Moreover, this inquiry transmits based on ranking data.

[0083]

Whenever the server of a publishing company receives the notice of an inventory inquiry, it transmits the response of the inventory existence of the goods to a service site (d31a, d31b,).

[0084]

The merchandise inventory check section 11 receives the notice of a response of inventory existence, and when it is shown that there is an inventory, it saves it as recommendation article goods data Li at recommendation article goods file 1k. That is, the new publication data Gi which can be immediately shipped to a customer are saved at file 1k (d32a, d32b, -).

[0085]

Moreover, also in what order place, when the inventory corresponding to the goods data Ji before recommendation does not exist, it is saved at file 1j, using this goods data before recommendation as the run out data ki (d33a, d33b, -).

[0086]

Moreover, the e-mail distribution section 20 reads the recommendation goods data Li saved at file 1k one by one, reads the mail address of the customer purchase historical data Di of customer purchase history file 1b corresponding to the customer ID of this recommendation goods data Li, and transmits the message which can be shipped immediately, and the mail which wrote in the books name (minor key) and purchase existence of the recommendation goods data Li through a network 2 (d34). With the gestalt of this operation, Customer's A goods data before recommendation consider as those with an inventory (d35).

[0087]

The customer of a consumer premises equipment A presupposes that the recommended goods are purchased. The order section 12 transmits the address of this purchase information and a customer, and the telephone number to the order place immediately made into those with an inventory, when purchase information (recommendation goods data, a purchase date, purchase flag) is received from a consumer premises equipment (d36).

[0088]

The renewal section 22 of purchase hysteresis reads purchase information from the order section 21, and adds it to file 1b.

[0089]

That is, the service site is carrying out processing shown in drawing 13, drawing 14, and drawing 15.

[0090]

As shown in drawing 13, whenever Customer ID (operator input) inputs the customer taste work creation section, it extracts five kinds of high orders from the customer purchase historical data (the past one year) of a large number by which linking is carried out to this customer ID of purchase history file

1b according to a genre (S1), and saves them at file 1f (S2). And the page offer section 18 provides a consumer premises equipment with the genre of five kinds of this high order, and makes registration, modification, and deletion perform (registration / deletion modification section).

[0091]

Moreover, the data origination section 16 before recommendation reads the goods data after sale (large number) saved at after [sale] goods file 1h as new goods sale data (S3), and judges whether as compared with the taste data Hi, it belongs to taste data specially the customer exception the this new goods sale data and file 1f customer exception (S4). And when it is new goods sale data, it saves as front [recommendation] goods data at file 1i (S5).

[0092]

On the other hand, the page offer section provides a consumer premises equipment with the screen for making a taste goods genre and an author artist choose (S10). For example, after it offers the screen of goods taste genre registration (S11) and genre registration, modification, etc. finish in this goods taste genre registration screen, the screen of a taste author and artist registration is offered (S12).

[0093]

Moreover, the page offer section offers a taste goods genre and author cancelandum, and makes an unnecessary genre and an author delete (S13). and — In the goods with which the page offer section 18 provided the consumer premises equipment, a taste genre modification registration page, and an author modification page, the renewal section 19 of registration / deletion incorporates the genre and author name by which modification or deletion was made, and changes file 1f luxury-goods data (S14).

[0094]

Moreover, it judges [whether the merchandise-inventory check section 11 reads the goods data before recommendation saved at front / recommendation / goods file 1i, sequential transmission carries out in the notice (front / recommendation / goods data, the transmitting agency address, an inventory check command, the transmission place URL) of an inventory check which checks the existence of an inventory at each order place through a network 2 (S17), and an inventory of the goods data before recommendation is to the order place, and] (S18).

[0095]

And if it is told that there is an inventory, the goods data before recommendation (a taste code and Customer ID) are made to correspond to the order place URL, and it saves as recommendation article goods data at file 1k (S19).

[0096]

Moreover, also in what order place, when the inventory corresponding to the goods data before recommendation does not exist, they are saved at file 1j, using (S22, S23), and this goods data before recommendation as run out data (S24).

[0097]

Moreover, when an inventory is found, the page offer section opens the homepage of ID according to customer, and a password, a customer is chosen (S25), and the e-mail distribution section transmits the mail which wrote in the books name (minor key) and purchase existence of recommendation goods data through a network 2 (S26).

[0098]

That is, as shown in drawing 14, order high order 5 genre is extracted out of a database (S30). Next, the page offer section 18 of the goods recommendation server 4 provides a consumer premises equipment with a new publication initial screen format, a luxury-goods setting screen, a genre setting screen, and a genre selection screen, as shown in drawing 9 and drawing 10, and it performs new luxury-goods registration (S31, S32, S33).

[0099]

Moreover, when new publication data are memorized by new publication file 1d and 21 day has not passed since a draft day When that new publication data memorizes as front [sale] goods data, new publication data are memorized by new publication file 1d and 21 days or more have passed since this draft day, that new publication data memorizes as after [sale] goods data Gib (new title data) (S35).

[0100]

And it judges whether it is data with which new title data were chosen and registered in data file 1f according to customer (S36).

[0101]

In step S36, when new title data judge with the taste data Hi specially a customer exception, new title data are saved at front [recommendation] goods file li (S37).

[0102]

Next, it judges whether the merchandise inventory check section 11 asks an order place (publication place) (S39), and has an inventory of the goods data Gib before recommendation (S38).

[0103]

In step S38, when there is no inventory in all order places, it saves as goods run out data Ki (S40).

[0104]

Furthermore, in step S38, when there is an inventory, it saves as recommendation goods at file 1k (S41). Next, the e-mail distribution section 20 reads the recommendation goods data saved at file 1k one by one, reads the mail address of the customer purchase historical data Di of customer purchase history file 1b corresponding to the customer ID of this recommendation goods data Li, and transmits the message which can be shipped immediately, and the mail which wrote in the books name (minor key) and purchase existence of recommendation goods data through a network 2 (S42).

[0105]

<The gestalt 2 of operation>

Drawing 15 is a flow chart explaining the gestalt 2 of operation. The program of this flow is saved at the server.

[0106]

The server of the gestalt 2 of operation is equipped with file 30d which remembered inventory data precision to be file 30a which saved the ordering data (an order place, new publication data) for which the order section placed an order, file 30b which saved the arrival-of-goods data (an order place name, books information) from an order place, and file 30c which memorized the rate of run out of the books for every order place. These data are updated periodically.

[0107]

Moreover, the rate of a partition of a supplier is saved (S50).

[0108]

Next, an update process reads ordering data, arrival-of-goods data, the rate of run out, and inventory data precision, and performs evaluation of the rate of run out, evaluation of an arrival-of-goods rate, and arrival-of-goods mistake evaluation (S51, S52, S53, S54, S55).

[0109]

And rank decision processing determines order place priority ranking from the significance (an operator determines what is considered as important evaluation) of each ranking of the customer purchase historical data Di for the past one year, and the rate of a batch (S56, S57, S58). For example, when an arrival-of-goods rate is made into the maximum significance, an order place with a quick arrival-of-goods rate serves as a ranking high order.

[0110]

That is, an order priority decision ranking table is displayed on a screen, and an operator inputs the 1st mortgage supplier (the 1st place of ranking) (S60).

[0111]

Next, it judges whether this 1st mortgage supplier has an inventory of ordering data (recommendation goods data) (S61). When it judges with there being an inventory, it orders from the 1st mortgage point (S62).

[0112]

Moreover, in step S61, when it judges with there being no inventory, the 2nd mortgage supplier (the 2nd place of ranking) of an order priority decision ranking table is inputted (S63).

[0113]

Next, it judges whether this 2nd mortgage supplier has an inventory of ordering data (recommendation goods data) (S64). When it judges with there being an inventory, it orders from the 2nd mortgage point (S65).

[0114]

Moreover, in step S64, when it judges with there being no inventory, the 3rd mortgage supplier (the 3rd place of ranking) of an order priority decision ranking table is inputted (S66).

[0115]

Next, it judges whether this 3rd mortgage supplier has an inventory of ordering data (recommendation goods data) (S67). When it judges with there being an inventory, it orders from the 3rd mortgage point (S68). At step S67, when there is no inventory, it orders from the 4th mortgage supplier (S69).

[0116]

Therefore, there is always an inventory, there is no arrival-of-goods mistake, and an arrival-of-goods rate places an order with a quick order place for recommendation goods.

[0117]

[Effect of the Invention]

When transmitting recommendation goods through a computer network to a consumer premises equipment as mentioned above according to this invention When a fixed number of customer purchase historical data are extracted from the customer purchase history file which saved the customer purchase historical data which assigned great Oita and the taste code classified by customer classified very much into the kind, the inside classification, and the minor key for the genre of books and there are new publication data, It transmits to a consumer premises equipment by using the books name which is in agreement with these extracted customer purchase historical data as recommendation data.

[0118]

For this reason, a customer's taste is grasped finely, and the book which a customer likes truly is offered, and the effectiveness that cost can be reduced is acquired.

[0119]

Moreover, since recommendation data are used as recommendation data when the books of the recommendation data exist in the order place, the effectiveness of the ability to make a customer delivering books immediately is acquired.

[0120]

Furthermore, since it is based on the ranking of an order place from which order place the books of recommendation data are ordered, and to lose reducing the error rate of the delivery books which gather an inventory and a delivery rate etc. will be tried hard in order that an order place may obtain high ranking, the effectiveness that a customer can be provided with service high quality as a whole is acquired.

[Brief Description of the Drawings]

[Drawing 1] It is the outline block diagram of the books order system by the network of the gestalt of this operation.

[Drawing 2] It is the outline block diagram of the goods recommendation server of the gestalt of this operation.

[Drawing 3] Probably it is the explanatory view of kind data.

[Drawing 4] Probably it is the explanatory view of kind data.

[Drawing 5] Probably it is the explanatory view of kind data.

[Drawing 6] It is the explanatory view which probably explains kind data-hierarchy structure.

[Drawing 7] It is a sequence diagram explaining actuation of the gestalt of this operation.

[Drawing 8] It is the explanatory view of screen transition of a consumer premises equipment.

[Drawing 9] It is the explanatory view of screen transition of a consumer premises equipment.

[Drawing 10] It is the explanatory view of screen transition of a consumer premises equipment.

[Drawing 11] It is the explanatory view of screen transition of a consumer premises equipment.

[Drawing 12] It is an explanatory view explaining genre modification data.

[Drawing 13] It is a flow chart explaining actuation of the gestalt of this operation.

[Drawing 14] It is a flow chart explaining actuation of the gestalt of this operation.

[Drawing 15] It is a flow chart explaining actuation of the gestalt of this operation.

[Description of Notations]

1 Database of Service Site

4 Goods Recommendation Server

5 Web Server

7a Supplier server

10 Luxury-Goods Creation Section Classified by Customer

11 Merchandise Inventory Check Section

12 Order Section

1a Genre master

1b Customer purchase history file

1e Customer luxury-goods file

[Translation done.]

CLAIMS

[Claim(s)]

[Claim 1]

When the server of a service site transmits the books according to the taste of a consumer premises equipment as recommendation data and the notice of purchase of these recommendation data is transmitted from a consumer premises equipment through a computer network, it is the books order system ordered through said network in the end of a specific order tip,

Said server,

The genre file which assigned great Oita and the code according to goods taste classified very much into the kind, the inside classification, and the minor key, and saved the genre of said books,

The customer purchase history file where the customer purchase historical data of said books which said customer purchased were made to correspond on the code according to goods taste of said genre file, a customer code, a mail address, a classification name, and a purchase day, and it was saved,

The new publication file which the code according to said goods taste of said genre file was assigned to the data of a new title family register, and was saved as new publication data,

A means to draw the customer code of said customer purchase history file, and to extract a fixed number of said customer purchase historical data corresponding to this customer code,

A means to ask whether read the books name of the minor key of the customer purchase historical data, and the code according to said goods taste from said genre file, and the books name of this minor key is saved as an inventory for said every extracted customer purchase historical data at said order place through said computer network,

It is a means to transmit the books of said inquiry as recommendation goods by the mail address of said drawn customer code when the books of said inquiry are in said order place.

The books order system by the network characterized by ****(ing).

[Claim 2]

In after a draft day, said new publication data saved at said new publication file are a means to perform said inquiry by the minor key of the code according to said goods taste of the data after sale with which made into the new publication sale day the day when the code according to said goods taste was assigned and registered, and said new publication data were made to correspond to said new publication file on this new publication sale day.

The books order system by the network according to claim 1 characterized by ****(ing).

[Claim 3]

Said server,

A means to determine the ranking of said order place from the inventory sales ratio of said books, the delivery rate to said customer, an error rate, etc.,

The decision of said recommendation goods is a means to transmit the ordering data of said new publication data to the order place of the high order of the ranking of said order place.

The books order system by the network according to claim 1 or 2 characterized by ****(ing).

[Translation done.]